Photography project - Logic Model

Situation

As WMAT has a very active photographer community and a major part of the media files we generate result from our photography project. The aim is to provide editors with access to resources that allow them to enrich free content on Wikimedia Commons and the usage of this content in the various Wikimedia projects.

Priorities

Add high quality images to Wikimedia Commons

Embed pictures in the various Wikimedia projects

Usage outside the Wikiverse with correct attribution

INPUTS

OUTPUTS
Participants - Activities - Direct Products

OUTCOMES - IMPACT
Short term - Intermediate - Long-Term

What we invest	Who we reach	What we do	What we create	Results: Learning	Results: changing Action	Results: changing Conditions
Volunteer time Staff time High-end photography equipment Insurance Shipping charges Travel costs Give-aways / incentives (calendars)	Wikimedians Amateur and professional photographers Third parties using freely licensed pictures from Wikimedia projects	Coordinating and maintaining equipment Providing access to exclusive events / press accreditations Organize photography workshops Handle travel and micro grants Advice and support in case of copyright violations by third parties	Uploaded and embedded files used in- and outside of Wikimedia projects Database for press accreditations	More skilled volunteer photographers Learning patterns on photography skills Better understanding of free licenses on the side of volunteers as well as third parties	Volunteers produce more content of good quality More content is embedded into Wikimedia projects Easier access to accreditations Fewer copyright violations	Boosted community Increased quality of content in Wikimedia projects General appreciation, respect and correct understanding of free licenses by third parties Wikimedians have the same right and access to accreditations as established press

Assumptions

External Factors

Evaluation
Identification – Design – Implementation – Completion/Follow-up

Logic Model adapted and modified from UW Extension (2003). Program Development and Evaluation Logic Model. Available at: http://www.uwex.edu/ces/pdande/evaluation/pdf/LMfront.pdf (Retrieved 6/22/2013)